

James H. Sanford  
Chairman of Board

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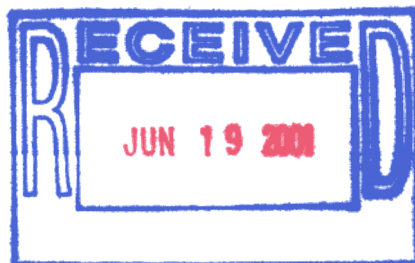
# HOME Place Farms

## Incorporated

A Family Farming Tradition

13 June 2001

Whitney Rick, Chief  
Research & Promotion Staff  
Cotton Program  
Agricultural Marketing Service, USDA  
1400 Independence Avenue. SW  
Stop 0224  
Washington, DC 20250-0244



RE: Docket number (CN-01-002)  
March 26, 2001, Page number 16440 and 16441  
of the Federal Register, volume 66

Dear Ms. Rick:

As an Alabama cotton producer, please consider this letter as my unequivocal support for the Cotton Research and Promotion Program. Its success is unparalleled in the United States agricultural industry and serves as a model program due to its worthiness.

Please consider the unusual uniquenesses of the program. First, the program provides research and marketing services for both food (i.e., cottonseed) and fiber (i.e., cotton) commodities. Secondly, the program provides its services to cotton which uniquely competes against industrial raw fiber of manmade fibers. Thirdly, due to the advanced globalization that cotton competes, the program is directed by not only producers but domestic importers of processed cotton products. Certainly these three (3) uniquenesses deserve separate and apart of all considerations given to other agricultural commodity research and promotion programs.

From a producer perspective the program is providing me services that it would be impossible for me to acquire any other way in a highly competitive marketplace. Only by uniting through a check-off program can producers compete for focus and research capabilities through cooperation such as this program. For example, research is being performed in emerging technologies in three broad areas. Cotton production technology is advancing at an ever increasing speed, due in part to genetic engineering. Research in textile manufacturing is at a lightning speed. Textile unit productivity has been enhanced fourfold in the last twenty years. Likewise, gin processing advancements have continued to keep pace with these other two areas. Therefore, cotton research goes beyond the fieldrow into both the ginning and manufacturing segments and such research could not be provided in a more effective and efficient manner than under the current method.

The success of the promotion and marketing component of our program is unsurpassed. With market share being a critical measure of any business, cotton has experienced tremendous improvement in cotton consumption. The marketing efforts reversed the downward spiral of cotton consumption in this country and has regained market share from manmade fibers since its beginning. The cotton seal is among the top recognizable marketing logos in American business. Marketing and fashion services that Cotton

Incorporated provide are second to none. Marketing of manmade fibers will probably never be conducted in a unified fashion because of the many entrepreneurial interests which produce the manmade fibers. Each is promoting and marketing their patented proprietary fiber. Similarly, cotton is produced by thousands of producers but because of the unifying effect of the Cotton Research and Promotion Program we can come together and research, promote and market cotton with one effort and be extremely effective and connect with our consumers. Cotton producers have a competitive advantage over manmade fibers in our unity and ability to promote and market our product with one identity in a collaborative method.

The program has been an outstanding success both in research and marketing. However, there is another strength of the program which is often overlooked. The National security of the United States depends heavily on an independent domestic cotton and textile industry. In times of national emergencies or prolonged economic reversals, the United States could ill-afford to have its defenses relying on foreign sources of cotton or textile products or on fibers produced from manmade substances. Our nation's preparedness and readiness to take action cannot be compromised. The program enhances its participants to offer and maintain a viable domestic presence in order to meet these security needs. If for no other reason, the Cotton Research and Promotion Program, a self-help program, should continue its effectiveness to enhance our national interests.

Thanking you in advance for your consideration of my support for the Cotton Research and Promotion Program, I remain

Very sincerely yours,



James H. Sanford, Chairman of Board  
HOME Place Farms, Inc.

JHS/vws